COURSE DESCRIPTION
Focuses on beginning fundamentals of graphic design utilizing all design principles and involves an overview of design and layout rendering techniques. Focuses on typography, images and graphics, utilizing design processes and current graphic software for print. Projects are critiqued for aesthetics and production for print.
Prerequisite: GRA 102 with a grade of C or better or consent of Coordinator.

TOPICAL OUTLINE
I. Understand basic graphic design concepts
II. Overview of advertising and the visual communication profession
III. Understand principles to create aesthetic designs for print
IV. Utilize current graphic software in design creation
V. Strategies to understand the audience of creative projects
VI. Prepress and print understanding to prepare page layout files
VII. Basic color management and stock needs

METHODS OF PRESENTATION
1. Power Point Lecture
2. In-class lab work
3. Problem solving and discussion

STUDENT OUTCOMES  (The student should be able to . . . )
1. demonstrate knowledge of design principles.
2. understand the visual communication profession.
3. understand creative concepts displayed through type, and graphics.
4. learn presentation techniques of design projects.
5. understand the print production needs of design.
6. utilize graphic software to prepare comprehensive designs and page layout.

METHODS OF EVALUATION
1. Lab assignments
2. Tests and quizzes

TEXTBOOKS/INSTRUCTIONAL MATERIALS